2 pgs.

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TO: DM's
Respond due 11-27-95

November 15, 1995

SENT VIA FAX

Mark Goodman
Tim Gillespie
Steve MacLeod
Rich Mittica
Rory O'Rourke
R. D. Snow

Subject: 1996 Doral P.O.S.

The Savings Group is currently reviewing available P.O.S. pieces to determine which items need to be produced for 1996, and which items can be discontinued. Attached you will find a list of all Doral P.O.S. pieces along with their recommendation to either produce or discontinue the piece for 1996. The "page #" column refers to the page # in the Doral Retail Presence brochure, sent to you earlier this year, that the P.O.S. piece is pictured on.

We would appreciate you providing us with your recommendation on whether the pieces identified for discontinuation, should be discontinued or not. If at all possible, please provide me with you recommendations on or before 11/28/95.

Call if you have any questions.

Don

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Source: https://www.industrydocuments.ucsf.edu/docs/lsmy0000

Doral General Market POS

	Description	Item#	SQU	Use	Disposition	Page #
1	1. 24" Enh Can Trans	485264	10	Lighted 24" Enhanced Canopies	Produce	1
2	2. 24" Pkg Trans	485261	25	Small Sys III Lightboxes, Sys III Lighted Enh'd Tray Kits, & Lighted UPMs	Produce	1
	3. Flx Side Trans	485342	10	Lighted Flex Side Signs	Discontinue	1
3	4. 28" Can Trans	485273	10	Lighted 28" Standard Canopies	Produce	1
4	5. 36" Enh Can Trans	485282	10	Lighted 36" Enhanced Canopies, Light Thieves	Produce	1
5	6. 28" Canopy Card(Ctn outlet)	485270	25	Non-Lighted 28" Standard Canopies	Produce	2
6	7. 24" Pkg Card (2 sided)	485144	25	Doral 9-Tray, Large Sys III Channel holder, UPMs, PFDs, Wire 120	Produce	2
	8. 19" Cig Svgs Ctr Card	485321	50	Large Cig Svgs Center Sign	Discontinue	2
7	9. 19" Can Trans	485255	20	Lighted Doral 9-Tray, Lighted 19" Standard Canopies	Produce	2
8	10. 16" Pkg Card (2 sided)	485252	25	Large Sys III Channel holder w/ Price, UPM, Modified Doral 6-Tray Top Sign	Produce	2
9	11. Channel Strip (2 sided)	485141	25	Doral 6-Tray Display, Sys III Channel Strip Holder, UPM, Ctn Fix Shelves	Produce	3
10	12. 12" Header Card	485153	25	Doral 6-Tray Display	Produce	3
11	13. Extended Channel Strip (2 sided)	485162	25	Doral 9-Tray Display	Produce	3
12	14. 19" Canopy Card(Ctn outlet)	485150	25	Non-Lighted Doral 9-Tray, Non-Lighted 19" Standard Canopies	Produce	3
	15. Extended Sm PPD Card	485312	50	PPD	Discontinue	3
	16. Large PPD Card	485291	50	PPD	Discontinue	3
	17. Display Shelf Strip (2 sided)	485300	100	Wire 120, PPCC, Slide-By	Discontinue	3
13	18. Sm PPD Card (2 sided)	485303	50	PPD, Sec Door Signs	Produce	4
	19. Sm Cig Svgs Center Card	485324	25	Sm Cig Svgs Sign	Discontinue	4
	20. Svgs Center Side Card	485315	50	Cig Svgs Center	Discontinue	4
	21. Extended Large PPD Card (2 sided)	485294	50	PPD	Discontinue	4
14	22. Carton Starburst (2 sided)	485360	50	Canopy Price Topper, General Carton Fixture Use	Produce	5
15	23. Canopy Price Topper	485054	5	Carton Fixtures	Produce	5
16	24. Folded Shelf Strip (2 sided)	485333	25	General Carton Shelves	Produce	5
17	25. Pack Starburst	485165	100	Doral 6 & 9-Tray Displays	Produce	5
	26. 20 Cof Trans	485330	10	OPMs, Y-Signs, & 1/2 Y-Signs	Discontinue	5
	27. Large Canopy Card	485331	10	Non-Lighted Enhanced Canopies (Specialty Item)	Discontinue	5
18	28. Small Vertical Paster	485351	50	General POS	Produce	6
19	29. Large Paster	485265	100	General POS	Produce	6
20	30. Extra Large Paster	485345	25	General POS	Produce	6
21	31. Special Offer DBRC	485372	25	General POS		5
22	32. Special Offer CRC	485375	25	General POS		5
23	33. Special Offer 24" Pkg Merch Card	485381	25	General POS		6

12 Thematic Pieces
6 PDI Pieces
3 Special Offer Pieces
2 ?
21 Total Pieces

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RJR TOBACCO

Date: 11-15-95

Stephen MacLeod

To: POS

1622 - Rick Westenberger Agrees with discontinued items

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Stephen

Doral General Market POS

		Description	Item #	SKU	Size	Discontinue	Page #
1	1.	24" Enh Can Trans	485284	20	Lighted 24" Enhanced Canopies	Produce	1 ✓
2	2.	24" Pkg Trans	485284	25	Small Sys III Lightbeam, Sys II Lighted Dol'd Tray Kits, & Lighted UPMs	Produce	1 ✓
	3.	Flat Side Trans	485342	10	Lighted Flat Side Signs	Discontinue	1 — OK
3	4.	28" Can Trans	485273	10	Lighted 28" Standard Canopies	Produce	1 — Never Use
4	5.	36" Enh Can Trans	485282	10	Lighted 36" Enhanced Canopies, Light Tilesies	Produce	1 ✓
5	6.	28" Canopy Card(Cin-outlet)	485270	25	Non-Lighted 28" Standard Canopies	Produce	2 — Never Use
6	7.	24" PkgCard (2 sides)	485144	25	Dual 9-Tray, Large Sys III Channel holder, UPMs, PPDs, Wills 120	Produce	2 ✓
	8.	18" Cig Svgs Ctr Card	485321	60	Large Cig Svgs Center Sign	Discontinue	2 — OK
7	9.	18" Can Trans	485295	25	Lighted Chest 9-Tray, Lighted 18" Standard Canopies	Produce	2 ✓
8	10.	16" PkgCard (2 sides)	485252	25	Large Sys III Channel holder w/ Pieces, UPM, Modified Doral 6-Tray Top Sign	Produce	2 ✓
9	11.	Channel Strip (2 sided)	485141	25	Dual 6-Tray Display, Sys III Channel Strip Holder, UPM, Clip Fix Shelves	Produce	3 ✓
10	12.	12" Header Card	485153	25	Dual 6-Tray Display	Produce	3 ✓
11	13.	Extended Channel Strip (2 sided)	485162	25	Dual 9-Tray Display	Produce	3 ✓
12	14.	18" Canopy Card(Chevrolet)	485159	25	Non-Lighted Dual 9-Tray, Non-Lighted 18" Standard Canopies	Produce	3 ✓
	15.	Extended Sm PPD Card	485312	50	PPD	Discontinue	3 — OK
	16.	Large PPD Card	485284	50	PPD	Discontinue	3 — OK
	17.	Display Shelf Strip (2 sided)	485380	100	Wills 120, PPCC, Slide-By	Discontinue	3 — OK
13	18.	Sm PPD Card (2 sided)	485303	50	PPD, Sec Door Signs	Produce	4 ✓
	19.	Sm Cig Svgs Center Card	485324	25	Sm Cig Svgs Sign	Discontinue	4 — OK
	20.	Svgs Center Side Card	485315	50	Cig Svgs Center	Discontinue	4 — OK
	21.	Extended Large PPD Card (2 sided)	485264	50	PPD	Discontinue	4 — OK
14	22.	Carton Starburst (2 sided)	485300	50	Canopy Price Topper, General Carton Fixture Use	Produce	5 ✓
15	23.	Canopy Price Topper	485054	5	Carton Fixtures	Produce	5 ✓
16	24.	Folded Shelf Strip (2 sided)	485333	25	General Carton Shelves	Produce	5 ✓
17	25.	Pack Starburst	485385	100	Doral 6 & 9-Tray Displays	Produce	5 ✓
	26.	20 Col Trans	485330	10	OPMs, Y-Signs, & 1/2 Y-Signs	Discontinue	5 — Never Use / OK
	27.	Large Canopy Card	485334	10	Non-Lighted Enhanced Canopies (Specialty Item)	Discontinue	5 — OK
18	28.	Small Vertical Poster	485351	50	General POS	Produce	6 ✓
19	29.	Large Poster	485285	100	General POS	Produce	6 ✓
20	30.	Extra Large Poster	485345	25	General POS	Produce	5 ✓ — use very little
21	31.	Special Offer DBRC	485322	25	General POS		5 ✓
22	32.	Special Offer CRC	485375	25	General POS		3 ✓
23	33.	Special Offer 24" Pkg Mech Card	485306	25	General POS		6 ✓

12 Thematic Pieces
6 PDI Pieces
1 Special Offer Pieces
2 ?
21 Total Pieces

Keith

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11/15/95 12:20 R. J. REYNOLDS SYRACUSE N.Y. 001

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